

Message Text

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PAGE 01 CANBER 00432 01 OF 02 190631Z
ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 USIA-15 /032 W
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R 190529Z JAN 77
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 9675
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS SECTION 1 OF 2 CANBERRA 0432

FOR WASHINGTON COMMERCIAL ACTION GROUP
SYDNEY ALSO PASS TRADE CENTER

EO 11652: NA
TAGSC BEXP, AS
SUB: FY77 CCP: FIRST QUARTER REPORT

1. INTRODUCTION AND SUMMARY: AUSTRALIAN ECONOMY ESSENTIALLY UNCHANGED FROM PREVIOUS QUARTERS. CCP CAMPAIGNS GOT OFF TO MIXED START, WITH GREAT MOMENTUM IN SOME AND DELAYS IN OTHERS DUE TO CONFLICTING COMMITMENTS (IN PARTICULAR, U.S. NAVY SHIP VISITS), CHANGES IN WASHINGTON SUPPORT PACKAGE, AND PERSONNEL TRANSFER. PICK-UP IN ACTIVITY IS ANTICIPATED BY END OF SECOND QUARTER.

2. CAMPAIGN 1 - VISIT USA

BECAUSE OF RAPID PACE OF DEVELOPMENTS IN THIS FAST-MOVING CAMPAIGN, SYDNEY 48 TO CANBERRA REPORTING 1ST QUARTER RESULTS IS QUOTED VERBATIM: BEGIN QUOTE

(1) PROMOTIONAL ACTIVITIES -- POST CONDUCTED 3 VISIT USA COMMITTEE MEETINGS: OCTOBER 20, NOVEMBER 29 AND DECEMBER 16.
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PAGE 02 CANBER 00432 01 OF 02 190631Z

RECRUITED ONE NEW MEMBER DURING THIS PERIOD, BRANIFF INTERNATIONAL.

COUNTRY CAMPAIGN DIRECTOR WAS CONTROL OFFICER FOR THE HAWAIIAN STATE DELEGATION VISIT TO SYDNEY, NOVEMBER 28-30. SEE SYDNEY A-57 FOR FULL REPORT OF DELEGATION'S PROGRAM. COUNTRY CAMPAIGN DIRECTOR CONDUCTED BREAKFAST BRIEFING AT THE

MENZIES HOTEL FOR THE HAWAIIAN DELEGATION.

POST WAS REPRESENTED AT AMERICAN AIRLINES' THANKSGIVING EVENING FUNCTION AND 1977 VISIT USA PRESENTATION NOVEMBER 22. GUEST SPEAKER WAS J. MERRICK FOWLER, AMERICAN AIRLINES VICE PRESIDENT, PACIFIC, FROM TOKYO; TWA'S THANKSGIVING DAY LUNCHEON, NOVEMBER 25; NSW MINISTER FOR TOURISM'S RECEPTION FOR THE HAWAIIAN DELEGATION, NOVEMBER 29; UNITED AIRLINES' LUNCHEON, DECEMBER 16.

SPECIAL POSTERS WERE REQUESTED AND OBTAINED FROM USTS TOKYO FOR A MAJOR PANAM PROMOTION IN NOVEMBER.

WITH VISIT USA COMMITTEE INSTIGATED A MAJOR TRAVEL SHOW FOR MARCH 1977. ADVISED USTS AND THE INDUSTRY.

USTS WASHINGTON AND USTS TOKYO HAVE GIVEN FULL SUPPORT AND ENCOURAGEMENT FOR THE SHOW. RECEIVED ADVICE OF JANUARY VISIT OF TOKYO REGIONAL DIRECTOR, FRITZ SCHMITZ FOR ADVANCE SHOW PLANNING.

SOLICITED BIDS FROM THREE PROSPECTIVE PR COMPANIES TO HANDLE TRAVEL SHOW. ULTIMATELY APPOINTED BRYDEN-BROWN AND ASSOCIATES PTY. LTD. FOR THE JOB.

CONDUCTED OVER 60 PERSONAL AND TELEPHONIC INTERVIEWS WITH MEMBERS OF THE TRAVEL INDUSTRY IN AN EFFORT TO RECRUIT PARTICIPANTS FOR THE SHOW.

REQUESTED USTS WASHINGTON TO MAKE STATESIDE CONTACTS WITH VARIOUS TOURIST AGENCIES FOR SHOW PARTICIPATION.

HELD FIRST VISIT USA TRAVEL SHOW EXHIBITORS' MEETING DECEMBER 23, ATTENDED BY 27 PROSPECTIVE PARTICIPANTS. AS OF DECEMBER 23, FIRM EXHIBITOR COMMITMENTS NUMBERED 15, WITH 18 PENDING.

CONTINUED TO MAINTAIN REGULAR CONTACT WITH THE TRAVEL UNCLASSIFIED

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PAGE 03 CANBER 00432 01 OF 02 190631Z

INDUSTRY THROUGH HOSTING MONTHLY COMMERCIAL SERVICES PROMOTIONAL MEETINGS.

(2) NEWSLETTER -- PUBLISHED 3 ISSUES OF TRAVEL "LINK" USA, DISTRIBUTED IN NEW SOUTH WALES AND THE AUSTRALIAN CAPITAL TERRITORY BY IBCO DISTRIBUTION.

POST SUPPLIED MELBOURNE, BRISBANE AND PERTH WITH 75, 50 AND 30 COPIES RESPECTIVELY EACH MONTH.

THE LINK, INITIALLY PREPARED FOR DISTRIBUTION TO NEW SOUTH WALES AND AUSTRALIAN CAPITAL TERRITORY AGENTS ONLY, IS NOW A NATIONAL PUBLICATION STEADILY GROWING IN DEMAND.

(3) LITERATURE PUBLICATIONS -- MAINTAINED SOLID LITERATURE DISTRIBUTION THROUGHOUT THIS PERIOD TO NEW SOUTH WALES AND AUSTRALIAN CAPITAL TERRITORY AGENTS THROUGH IBCO, WITH A TOTAL SELECTION CHOICE OF 56 BROCHURE TITLES.

POST HAD A SET OF 15 SHELVES ERECTED IN THE TRAVEL LIBRARY

TO HOUSE AND PROPERLY DISPLAY ADDITIONAL LITERATURE AND TO HAVE MATERIAL READILY AND EASILY ACCESSIBLE TO THE INDUSTRY. THIS HAS BEEN A SUCCESSFUL EXERCISE; AGENTS CAN NOW VISIT THE LIBRARY AND SELECT ANY MATERIAL ON A "SELF-SERVICE" BASIS.

THE TRAVEL LIBRARY HAS BEEN CONSIDERABLY EXPANDED BY ACQUISITION OF SEVERAL MAGAZINES, SUBSCRIPTIONS AND REFERENCE BOOKS, OBTAINED FROM BOTH STATESIDE AND LOCAL SOURCES.

DEvised AND HAD PRINTED A "FOREIGN BUYERS PROGRAM" QUESTIONNAIRE FORM TO BE USED IN CONJUNCTION WITH BUSINESS-TRAVEL PROMOTION THROUGH THE INDUSTRY.

THE FOLLOWING ARE ESTIMATED EXPENDITURES OF MISSION:

RESOURCES

PERSONNEL	PERSON-DAYS
FSO	10
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PAGE 04 CANBER 00432 01 OF 02 190631Z

FSL PROFESSIONAL	40
FSL CLERICAL	4
TOTAL	54

FINANCIAL	DOLS
TRAVEL	0
REPRESENTATION	24 (REFRESHMENTS FOR MEETINGS)
PRINTING AND MAILING	2,482
TOTAL	2,506 END QUOTE

3. CAMPAIGN 2 - BUSINESS EQUIPMENT, COMPUTERS, AND RELATED EQUIPMENT

END-NOVEMBER TRANSFER OF CAMPAIGN MANAGER INTERJECTED HIATUS INTO CAMPAIGN, WHICH GOT OFF TO FAST-PACED AND VERY PROMISING START WITH SUCCESSFUL TRADE CENTER EDP EQUIPMENT EXHIBITION. REMAINING INITIATIVES FOR FIRST QUARTER, I.E. MINI-CATAOLG SHOW OR OTHER SPECIAL PROMOTION, MARKET SURVEY ON MICRO-GRAFICS, ENHANCED PROGRAM OF CALLS, AND SIC LIST, ARE IN

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PAGE 01 CANBER 00432 02 OF 02 190659Z

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 USIA-15 /032 W
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R 190529Z JAN 77
FM AMEMBASSY CANBERRA
TO SECSTATE WASHDC 9676
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY

UNCLAS SECTION 2 OF 2 CANBERRA 0432

FOR WASHINGTON COMMERCIAL ACTION GROUP
SYDNEY ALSO PASS TRACE CENTER

ABEYANCE UNTIL ARRIVAL OF REPLACEMENT FOR CAMPAIGN MANAGER.
SECOND QUARTER WILL UNAVOIDABLY GET OFF TO SLOW START, BUT
WITH EXPECTATION THAT MOMENTUM WILL RESUME DURING LATTER
PART OF QUARTER.

4. CAMPAIGN 3 - COMMUNICATIONS EQUIPMENT

IT PROVED IMPOSSIBLE TO EFFECTIVELY PROMOTE THE NATINAL
TELECOMMUNICATIONS CONFERENCE IN DALLAS NOVEMBER 29-DECEMBER 1,
SINCE PROMOTIONAL MATERIAL WAS NOT RECEIVED UNTIL NOVEMBER 24.
EMBASSY AND CONSULATE OFFICIALS EARLIER UNDERTOOK LOW-KEY
PRESENTATION TO TELECOM AUSTRALIA AND OVERSEAS TELECOMMUNICA-
TIONS COMMISSION OFFICIALS DURING PERSONAL CALLS AND FOLLOWED
UP LATER WITH SHOW CATALOG TO LAY BASE FOR PROMOTION OF 1977
SHOW.

PERSONAL CALLS WERE MADE ON A NUMBER OF KEY PUBLIC SECTOR
DECISION-MAKERS, AS CALLED FOR IN CCP ACTIONS, BUT BECAUSE
OF LIMITED NUMBER OF KEY INDIVIDUALS AND COUNTERPRODUCTIVENESS
OF REPEATED CALLS ON THESE FEW PEOPLE, CAMPAIGN MANAGER HAS
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PAGE 02 CANBER 00432 02 OF 02 190659Z

PROPOSED (BY LETTER TO CMM) TO BROADEN SCOPE OF CALLS TO
ENCOMPASS PRIVATE SECTOR. LIMITED NUMBER OF SUPPLIERS AND
END-USERS, AND CONSEQUENT CLOSE CONTACTS BETWEEN THEM,
DIMINISHES USEFULNESS OF PERSONAL CALLS IN TELECOMMUNICA-
TIONS, WHILE UNEXPECTEDLY SLOW EXPANSION OF FM BROADCASTING
HAS ADDED TO DIFFICULTIES OF EFFECTIVELY PROMOTING PRODUCTS
COVERED BY CAMPAIGN 3. LEGALIZATION OF CITIZENS BAND RADIOS
IS BEING HOTLY DEBATED, AND IF THIS SHOULD OCCUR IT COULD
OPEN AN AREA FOR PROMOTION WHICH ALSO HAS BEEN CLOSED TO DATE.
SUCCESSFUL LUNCHEON PRESENTATION WAS MADE BY MELBOURNE OF NY
TIMES AND LIBRARY OF CONGRESS COMPUTERIZED RETRIEVAL SYSTEM.

LEADING NEWSPAPER, LIBRARY, AND TELECOMMUNICATIONS OFFICIALS
WERE PRESENT.

5. CAMPAIGN 4 - CONSUMER GOODS

VARIOUS FACTORS HAVE CAUSED COMPLETION OF MOST ACTIONS UNDER
CAMPAIGN 4 TO BE EXTENDED INTO 2ND QUARTER.

ACTION 1 - SUPPORT OUTDOOR RECREATION EQUIPMENT EXHIBITION
AT STC MAY 1977. BECAUSE WASHINGTON PROCUREMENT WAS JUST
GETTING UNDERWAY DURING QUARTER, LOCAL PROCUREMENT AND SUPPORT
EFFORTS HAVE BEEN DEFERRED TO 2ND QUARTER.

ACTION 2 - REVIEW AND POSSIBLE UPDATE OF 1973-74 MARKET
SURVEYS, WITH IDENTIFICATION OF CURRENT BEST PROSPECTS.
CAMPAIGN MANAGER HAS CONCLUDED AFTER REVIEW OF '73-74 SURVEYS
THAT THESE REMAIN SUFFICIENTLY CURRENT TO BE USED AS BASIS
FOR IDENTIFYING CURRENT BEST PROSPECTS. DECISION MADE NOT
TO UNDERTAKE CONTRACTED MARKET RESEARCH, AND IDENTIFICATION OF
CURRENT BEST PROSPECTS WILL BE UNDERTAKEN ACCORDING TO SCHEDULE
DURING 2ND QUARTER.

ACTION 3 - CONDUCT SEARCH FOR FILMS, VTR'S, ETC. THIS IS
CONTINUING EFFORT, WHICH HAS BEEN INITIATED BUT WITH NO
PAY-OFF AS YET.

ACTION 4 - PLACE ARTICLES IN "COMMERCIAL NEWSLETTER" ON JULY
AND AUGUST HOUSEWARES AND HARDWARE SHOWS. DEFERRED TO 2ND
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PAGE 03 CANBER 00432 02 OF 02 190659Z

QUARTER.

ACTION 5 - PROMOTE ATTENDANCE OF AUSTRALIAN BUYERS AT ABOVE
SHOWS. MAILINGS DEFERRED TO 2ND QUARTER AFTER CHRISTMAS
HOLIDAY PERIOD.

ACTION 7 - PROMOTE CONSUMER GOODS WITH RETAIL STORE OUTLETS.
AS DEPARTMENT AWARE, CONSIDERABLE ACTIVITY IN THIS CATEGORY
HAS TAKEN PLACE WITH RESPECT TO GEORGE'S IN-STORE PROMOTION.
ACTION 8 - CONDUCT TRADE OPPORTUNITY CANBASS. DEFERRED TO
2ND QUARTER.

ACTION 9 - REQUEST WASHINGTON SUPPORT FOR 1977 SUN NEWS-
PICTORIAL HOMES SHOW, MELBOURNE-AUGUST 1977. NOT UNDERTAKEN;
TIME CONSTRAINTS SEEM TO PRECLUDE FURTHER ACTION.

ACTION 12 - ENCOURAGE IN-STORE PROMOTION AT JOHN MARTIN
DEPARTMENT STORE IN ADELAIDE. DEFERRED TO 2ND QUARTER.

6. CAMPAIGN 5 - METALWORKING AND FINISHING MACHINERY AND
EQUIPMENT.

VTR/CATALOG SHOW PROVED ITSELF IDEALLY SUITED FOR PRESENTATION
IN MAJOR INDUSTRIAL AREAS AS A TRAVELLING SHOW. DURING QUARTER
CAMPAIGN DIRECTOR PRESENTED METALWORKING VTR/CATALOG SHOW AT
NEWCASTLE, AS REPORTED SYDNEY 3080, IN AN EXPERIMENT WHICH
AUSTRALIAN POSTS HOPE CAN BE DUPLICATED FOR OTHER PRODUCTS AND

CAMPAIGNS.

U.S. MACHINE TOOL BUILDERS' ASSOCIATION TRADE MISSION, ENVISAGED FOR 1ST QUARTER, IS IN LIMBO. ITS FUTURE RESTS WITH NMTBA'S ABILITY TO RECRUIT MISSION FOR MINIMUM OF THREE COUNTRIES; THEY HOPE FOR NEW ZEALAND, AUSTRALIA, AND SOUTH AFRICA.

7. CAMPAIGN 6 - FOOD PROCESSING AND PACKAGING EQUIPMENT.

CANCELLATION BY WASHINGTON OF ALL TRADE PROMOTION EVENTS IN FOOD PROCESSING AREA HAS PUT SERIOUS CRIMP IN PROMOTION PLANS. THIS HAS CAUSED PLANNED MARKET RESEARCH EFFORT TO BE DROPPED. CAMPAIGN MANAGER HAS NEVERTHELESS PROCEEDED WITH UNCLASSIFIED

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PAGE 04 CANBER 00432 02 OF 02 190659Z

OTHER SCHEDULED INITIATIVES, INCLUDING IN PARTICULAR INITIATING REQUEST FOR USIA FILM PACKAGE FOR PROMOTIONAL CAMPAIGN. CAMPAIGN MANGER IS ESPECIALLY HOPEFUL THAT WASHINGTON CAN PROVIDE VTR AS DISCUSSED WITH FRED GAYNOR FOR WASHINGTON CONSIDERATION. ALTHOUGH FEBRUARY-MARCH 1977 TIME FRAME ENVISAGED IN ACTION 8 WILL OBVIOUSLY SLIP. VTR ASSUMES GREATLY INCREASED IMPORTANCE IN ABSENCE OF OTHER PROMOTIONAL EVENTS. PERSONAL CALLS AND TS'S ARE BEHIND SCHEDULE IN CAMPAIGN 6, BUT IT IS HOPED MUCH OF THIS CAN BE MADE UP IN 2ND QUARTER.

ACTIVITY 1 - WESTERN AUSTRALIAN MAJOR PROJECTS/PRODUCTS. UPDATED INFORMATION ON THE MARANDOO IRON ORE PROJECT WAS SUBMITTED IN PERTH A-11, OCT. 20, 1976. INFORMATION ON THE PROPOSED DEVELOPMENT AND FEASIBILITY STUDIES PRESENTLY BEING UNDERTAKEN ON THE NORTH WEST SHELF NATURAL GAS PROJECT WERE CONTAINED IN PERTH A-12, OCT. 20, 1976, AND PERTH 352 OF DEC.

10, 1976. IN PERTH'S 353 OF DEC. 10, 1976, THE ESTABLISHMENT OF THE ALWEST ALUMINA REFINERY WAS ADVISED.

ACTIVITY 2 - MARKET RESEARCH -- CCP CALLS FOR USTC SYDNEY TO REVISE ITS COMPREHENSIVE SURVEY OF AUSTRALIAN IMPORT MARKET DATED MARCH 31, 1974. NUMBER OF SECTORS TO BE COMPLETED EACH QUARTER WAS TO HAVE BEEN SPECIFIED IN AN ADDENDUM TO CCP.

INITIAL ACTION TO HAVE BEEN TAKEN IN FIRST QUARTER WAS PROPOSAL FOR REVISING SURVEY WHICH WAS TO HAVE BEEN SUBMITTED BY COUNTRY MARKETING MANAGER TO WASHINGTON COMMERCIAL ACTION GROUP/EMBASSY ACTION GROUP FOR APPROVAL. ALTHOUGH SYDNEY TRADE CENTER IN AUGUST SUBMITTED TO CCM 3 ALTERNATIVE PROPOSALS FOR TIMING OF REVISION OF COMPREHENSIVE SURVEY, THERE HAS BEEN NO RESPONSE FROM WASHINGTON AND NO ADDENDUM TO CCP.

DESPITE THIS, SYDNEY TRADE CENTER HAS TAKEN SOME ACTIONS IN SUPPORT OF THIS NON-CAMPAIGN INITIATIVE. IN AUGUST DIRECTOR OF PLANNING AND MARKET RESEARCH WENT TO MELBOURNE AND CANBERRA TO MEET WITH KEY ASSOCIATIONS AND GOVERNMENT OFFICIALS TO IDENTIFY IMPORTANT SOURCE MATERIAL.

WORK DONE IN PREPARATION OF BEST PROSPECTS FOR FY 1979 REPORT WILL BE USED FOR REVISION OF PERTINENT SECTORS IN

COMPREHENSIVE SURVEY. MAJOR PROGRESS HAS BEEN MADE, THERE-
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PAGE 05 CANBER 00432 02 OF 02 190659Z

FORE, ON COMPLETION OF THE 17 SECTORS.

STC AND EMBASSY REQUEST CLARIFICATION AS TO STATUS OF ADDENDUM
TO CCP.

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Message Attributes

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